BABSONIAN
1935
"It's not the gale, but the set of the sail"
The Yearbook of Babson Institute
Babson Park
Massachusetts
BABSONIAN
The purpose of this book is to reduce to something tangible those intangible experiences, associations and human contacts which are so meaningful to those who have lived and worked for a time at this school. If, in future years, a glance through these pages recalls memories long smoldering in our inner consciousness, the purpose of this book will be fulfilled.

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GEORGE W. COLEMAN

George W. Coleman assumed the Presidency of Babson Institute in the Fall of 1921. The Institute was then entering upon its third year and occupied a single brick building on Washington Street in Wellesley Hills. Since then there has sprung into being the beautiful group of buildings set in the equally beautiful background that is Babson Park. One building, the Coleman Map Building, bears the name of the man who has given so unselfishly of his time and efforts to the growth of the Institute.

Throughout the sixty-eight years of his life, both in his business career and in his recreations, Dr. Coleman has merited the name of one who loves his fellow-men. Among his possessions he numbers many tributes to the high esteem in which they hold him. Admirers elected him President of the Associated Advertising Clubs of America, Delegate-at-large to the Republican National Convention in 1911, and President of the Boston City Council in 1915.

On February 23, 1908, was held the first meeting of the Ford Hall Forum of which Dr. Coleman was founder. The Forum was established “for good fellowship, for moral and intellectual stimulation without prejudice to race, creed or class.” One hundred and fifty attended that first Sunday evening. Since then Ford Hall has become a Boston institution and twelve hundred comprise the usual attendance. On the twentieth anniversary of the Forum, Dr. Coleman received a volume of more than four hundred testimonial letters from outstanding men and women.

Honesty, frankness and the spirit of fair play are dominant in this remarkable personality. Dr. Coleman is intensely human. He gives the impression of having in some manner captured sentiments and feelings that are universal. He seldom misses an opportunity to attend the circus where his infectious chuckle is the delight of those about him. On his trip to the Holy Land he swam in the Jordan and the Dead Sea. Dr. Coleman has acquired that remarkable ability of complete relaxation.

Although his active duties as President of Babson Institute now cease after nearly fourteen years of service, his interest will continue. To George W. Coleman who so generously and unselfishly has given of himself to Babson Institute is this volume affectionately dedicated.
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DEDICATION

"One who never turned his back but marched breast forward,
Never doubted clouds would break,
Never dreamed, though right were worsted, wrong would triumph,
Hold we fall to rise, are baffled to fight better,
Sleep to wake."
RICHARD KNIGHT AUDITORIUM
The Class of 1935 will enter a world where the keenest competition will rule. Nations will strive against nations; states will strive against states; cities will strive against cities; classes will strive against classes; while individuals will continue to cheat and kill. Never before in the history of the country has it been so difficult to get and hold a job as at present. In the years to come the situation is bound to be worse. Only men with the strongest faith, finest health and hardest training will make the grade. Good habits will count far more than good bonds. You men now think this is all "hooey," but just wait and see.

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Young men in the colleges and business schools today are thinking more seriously than ever before. Scholarship has shown a sharp upward trend. The apparent helplessness of our business as well as our political leaders in the face of the most acute economic distress has awakened the young men upon whom ultimately the burden will rest.

There are becoming increasingly apparent to these men certain inalterable truths. They recognize that economics as a science, juggling physical terms of production and distribution, is not enough. Human values, long neglected, must be recognized. Economics, to be effective, must include in its calculations certain sociological and psychological factors. The history of the past hundred years takes on new meaning in the light of an appraisal of his country made by a great American. Ralph Waldo Emerson stamped this nation "great, intelligent, avaricious, sensual America."

Young men are likely to be discouraged by the very complexity of the economic system when they observe a single disturbing factor in one corner of the globe effecting a dislocation in other quarters far removed. It is no myth that the British people during their rise as an industrial nation in the nineteenth century were fed and clothed in the Mississippi Valley. With this interdependence even more marked today, some may feel a sense of defeat.

Thus far the analysis has been made on one side only. Too many are prone to accept these negative factors without reservation. They are the nihilists who may often be heard to say, "Life is life. You can't do anything about it."

The young man who is optimistic and who investigates carefully the total situation will find much to encourage him. There has been progress, however painful or slow, through the years. They would commit a grave error who would discredit all bankers because of the transgressions of a few. Too many there are who jump to the uni-
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The young man who is optimistic and who investigates carefully the total situation will find much to encourage him. There has been progress, however painful or slow, through the years. They would commit a grave error who would discredit all bankers because of the transgressions of a few. Too many there are who jump to the universal from the particular. All business cannot be discredited despite the severity of the crisis. Newspaper headlines scream of bank failures. Sinclair Lewis creates a Babbit and, in many minds, a false impression is created. Completely overlooked are millions of business men whose efforts to stem the tide and whose general policies throughout the storm are deserving of the highest commendation. They have incurred losses, slashed their own incomes to maintain those of their employees. The brighter side is there if we will only look for it.

Over a century ago Benjamin Franklin taught that "honesty is the best policy" and that "God helps those that help themselves." He believed in self-discipline but only because it offered prospects of immediate reward. Today the Franklin philosophy is not enough. Men are passing beyond his practical concepts to ethical concepts. In ethics the theory that "honesty is the best policy" is a basic assumption. Economics properly concerns itself with the satisfaction of human wants. The realization is coming to men everywhere that they benefit most ultimately who interpret that doctrine in terms of others, objectively rather than subjectively. To such men the policy of live and help live is not a dream. It is a reality.

Finally, certain truths appear over the horizon, at first dimly described but inescapable. The young man must learn that the final and supreme aim of the business man as with all men should be a full life of rich and varied experiences. The greatest career will always be life itself. To the business man who stops out of his chosen field, thirsty for truth regardless of its source, will accrue untold benefits. Despite the tardiness of most men to discover it, the principles which govern activity in one field, whether it be literature or art or music, have a real place in other fields. From those fundamental principles certain truths are derived which are applicable in the business world. Truth nothing is more transferable. The young man who grasps this will make of his career an art and his life will hold new purpose.

D. P. B.

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